

## CLAIMS

1. A flake pigment comprising a base particle having flaky shape, and a film containing a charge control agent coated on a surface of said base particle.

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2. The flake pigment according to claim 1, wherein said base particle is made of a material containing a metal.

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3. The flake pigment according to claim 1, wherein said charge control agent contains a negative charge control agent and/or a positive charge control agent.

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4. The flake pigment according to claim 3, wherein said negative charge control agent is one or more compounds selected from the group consisting of Azo Cr complexes, salicylic acid Al complexes, and resin type charge control agents having sulfonic acid group.

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5. The flake pigment according to claim 3, wherein said positive charge control agent is one or more compounds selected from the group consisting of Nigrosine of azine type compounds, Nigrosine bases of azine type compounds, Nigrosine derivatives of azine type compounds, naphthenic acid metal salts, naphthenic acid quaternary ammonium salts, naphthenic acid alkylamides, higher fatty acid metal salts, quaternary ammonium salts of higher fatty acid, higher fatty acid alkylamides, and quaternary ammonium salts of resin type compound.

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6. A powder metallic coating material comprising the flake pigment of claim 1 and a resin powder.

7. The powder metallic coating material according to claim 6, wherein relation

between a charge value of said flake pigment and a charge value of said resin powder is defined by the following expressions (1) and (2):

$$|C_R - C_A| \leq 10 \quad \dots (1)$$

$$10 \leq |C_A| \leq 40 \quad \dots (2)$$

5 where  $C_A$  denotes the charge value ( $\mu\text{C/g}$ ) of said flake pigment and  $C_R$  denotes the charge value ( $\mu\text{C/g}$ ) of said resin powder.

8. A coating obtained by applying the powder metallic coating material of claim 6 to a substrate by powder coating and thermally curing said powder metallic  
10 coating material.

9. A production method of a flake pigment including a base particle having flaky shape and a film containing a charge control agent coated on a surface of said base particle, comprising the steps of:  
15 dispersing said base particle in a good solvent for said charge control agent in which said charge control agent is dissolved; and  
depositing said film on the surface of said base particle by adding a poor solvent for said charge control agent to said good solvent in which said base particle is dispersed.

20 10. A production method of a flake pigment including a base particle having flaky shape and a film containing a charge control agent coated on a surface of said base particle, comprising the steps of:  
producing a mixture by mixing a polymerizable monomer and said charge control agent;  
and  
25 forming a film containing a copolymer resin obtained from said mixture on the surface of said base particle.